

Public Health Education Collaborative



February 1st, 2011

Welcome

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Health Education Administration



...Your one-stop shop for all your health education needs.



Housekeeping

- Bathrooms
- Sign-in/Sign-out
- CHES
- CEUs
- Evaluations
- Food



Ground Rules

- Limit cell phone use
- Respect time
- Raise hands for questions/comments
- Respect one another
- Agree to disagree



Introductions

- Name
- Title
- Organization



Morning Agenda

Timeframe	Content
ALL ATTENDEES	
9:00am-9:15am	Introductions and Overview
9:15am-9:30am	Icebreaker
9:30am-10:30am	Introduction to Collaboration
10:30am-10:45am	Wellness Break
10:45am-11:45am	Planning for Collaboration in 2011
11:45am-12:00pm	Wrap-up & Evaluations



Afternoon Agenda

Timeframe	Content
SBC COMMITTEE	
12:00pm-1:00pm	Lunch
1:00pm-1:15pm	Wellness Break
1:15pm-3:15pm	Speakers' Bureau Committee Meeting



Today's Key Objectives

By the end of this session, participants will be able to...

1. Define collaboration.
2. List two types of collaboration.
3. Describe one strategy that hinders collaboration.
4. Describe one strategy that promotes collaboration.
5. List one way the Public Health Education Collaborative can be used to support collaborative efforts.



Introduction to Collaboration

Dr. Mohammed Forouzesh
Cal State Long Beach





Why Collaborate?

“None of us is as smart as all of us”

By Dr. Mo

Collaboration is hard

- Four hands are better than one, but it is hard to do.



Examples of collaboration

- Marriage
- Dancing
- Dating
- Rowing and sailing
- Building Pyramids
- Working

Why collaborate?

- Collaboration is a necessary ingredient for survival of mankind.
- We collaborate to create, and innovate our lives.
- Collaboration could add synergy to our work
- The industrial world today depends on human collaboration.

Why collaborate?

What is Collaboration?

- Collaboration occurs when two or more people work together to accomplish a shared, common goal.

Today's Business World

- Working in teams is at the core of many corporations today.
- The business world realizes that team collaboration often produces better problem-solving results, thus superior solutions.
- Group collaboration enables people to build on each other's ideas and prior knowledge, resulting in new innovations.
- Team members often work faster and more cost-effective when working collaboratively.



Pillar of Public Health

- Public health is all about Collaboration.
- We don't just collaborate, we make collaboration happen. It is our mission.
- The best way to improve the health of our community is to teach collaboration.
- We are the collaborators, the catalysts, the connectors, the synapses, and the spark.

Health Education

- The job of a health educator is to improve collaboration amongst many partners:
 - Management and staff
 - Health care provider and the consumer
 - Parents and children
 - Private and public
 - Husbands and wives



Benefits of collaboration

- Improves productivity
- Increases innovation and creativity
- It can move us to the next level
- Helps us to better adjust to the fast changing world

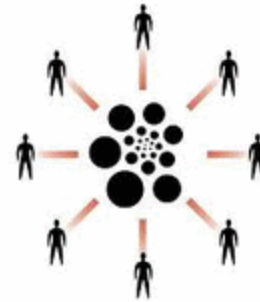
Collaboration could occur across:

- Age
- Gender
- Cultures
- Country
- Nations (I.E. United Nation)

Different types of collaboration

- Parameters

Different Time
(asynchronous)



Same Time
(synchronous)



Same Place
(in person)

Different Place
(online)

Team Types

1. Asynchronous
2. Distributed
3. Culturally diverse
4. Heterogeneous knowledge
5. Unique roles
6. Rotating team members
7. Command structure (hierarchical vs. flat)

Collaboration skills

I. Prepare to compromise

- When working with a team, it is impossible for everyone to get their way, so compromise is imperative.
- Don't consider it a blow to your ego, simply a necessity when you develop collaboration skills and put them to use.

2. Avoid taking it personally

- When collaborating with a group, there is always a chance of getting your feelings hurt by insensitive team members or group decisions.
- Remember that decision-making should not be personal, it is just a natural part of the process.

3. Focus on the well-being of the project

- In order to fully develop collaboration skills, it is important to keep your eye on the task at hand.
- Focusing your efforts on the success of a project removes the urge to get your own way and helps a group stay on task.

4. Communicate effectively

- Without communication all sorts of problems are likely to pop up.
- By communicating in thoughtful ways and remaining mindful of others' feelings and motivations, you will be more likely to collaborate successfully.



5. Identify challenges

- If you have trouble developing collaboration skills, take some time to reflect on your difficulties.
- By pinpointing the hurdles in your way and the causes of your discomfort, you can map out ways to overcome them.



6. Team building

- Participate in team building activities



The Collaboration Maturity Model

- Level 0: Individuals working in silos
- Level 1: Networking
- Level 2: Coordinating
- Level 3: Mobilizing
- Level 4: Collaborating
- Level 5: Sustaining

Collaborative Situation Parameters

#1: Why collaborate?

- Is collaboration important? Why?
- Do we want to select collaboration as a theme for next year?
- How much do we collaborate together now?
- Can we measure, and track the level of collaboration within the division?
- What kinds of projects would spur and support collaborative efforts?
- How can we use staff's expertise to increase collaboration?



Collaborative Situation Parameters #2:

Expanding collaboration internally and externally

How to expand collaboration:

1. Within the Department
2. Informally among the staff
3. With other departments
4. With other government organizations
5. With the community including NGO's and community members



Collaborative Situation Parameters

#3: Printed materials

- The development of printed materials
- The department's capacity to organize timely, and accurate translation of materials
- Difficulty developing effective health education messaging
- Difficulty creating protocols on the development of printed materials
- Difficulty enforcing standardization guidelines



Collaborative Situation Parameters

#4: Speakers Bureau

- Strengthening collaboration with other DPH programs to secure speakers
- Expand collaboration with volunteer speakers from internal or external organizations
- Improve communication technology
- Tracking requests and record keeping



Collaborative Situation Parameters

#5: Resource sharing

- Do we effectively share resources within the Department and among all health educators?
- How can we expand our communication practices to improve connectivity?
- How do we reduce duplication of services?
- How do we appropriately use staff time and expertise?

Collaborative Situation Parameters

#6: Committee structure

- Are there adequate numbers of committees to address the operational efficiency of the Department?
- What are the top five most important committees?
- What committees could be eliminated or consolidated?
- Is a committee structure the best way to address critical issues?

How to get organized

- We have five situational parameters to address.
- We will form five groups.
- For each situational parameter, we will select a person with expertise in that area.
- Each group also will select a PIC or a spokesperson.
- Each PIC will receive a hand out with instructions.
- You will go over each level and record your comments.
- Each group's spokesperson will present their plans.



Collaborative Maturity Model

Level One: ***Networking***

1. We will pair and share to develop trust and to build relationships.
2. Have each individual discuss their views of the situational parameter.
3. Discuss what the problem is?
4. Discuss all agreements and disagreements on the table.
5. Discuss what regular communication opportunities are?

Collaborative Maturity Model

Level Two: *Coordinating*

1. The group will discuss individual information about the problem.
2. Group members will negotiate perspectives.
3. Each person will discuss possible solutions.
4. The group will try to visualize alternatives.
5. As a group, identify collaborative opportunities.
6. How can existing communication tools be expanded to improve collaboration?
7. What support structure is in place?
8. What leadership is in place?
9. What are external opportunities?
10. What are internal barriers?

Collaborative Maturity Model

Level Three: ***Mobilizing***

1. During this phase, the group will set clear goals and measurable (SMART) objectives.
2. The group will negotiate and will come up with agreement on communication and command structure.
3. Explore delivery mechanisms and patterns.
4. Agree upon network and communication development process.
5. Address resources issues. Are there adequate resources to mobilize?
6. Agree upon solutions.
7. Agree upon the process.
8. Provide rationale for the solutions.

Collaborative Maturity Model

Level Four: *Coordinating*

1. Establish network for collaboration.
2. Recruit additional qualified members. Who else should be involved?
3. Develop a collaborative plan in place. Who is going to do what, for whom, by when, and how? (SOW)
4. Identify shortfalls
5. Identify leadership (Who is in charge?)
6. Develop an accountability plan (How do we know we got there?)
7. Share understanding
8. Develop agreements and consensus
9. The team will negotiate solution alternatives



Collaborative Maturity Model

Level Five: *Sustainability*

1. Agree upon the process, policies or procedural changes
2. Discuss permanent project staffing
3. Find ways to evaluate and measure external and internal benefits. (Accountability)
4. Develop a management plan.
5. Discuss possible funding opportunities.
6. List the benefits and outputs.
7. Offer revisions and solutions.
8. Discuss agreements.



The End

Wrap-Up & Evaluations

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Health Education Administration



Thank You!



Lunch



Wellness Activity



Speakers' Bureau Committee Meeting

Milan Hill

Health Education Administration

